

# In The Know

Fall 2009



148  
Figueira  
19-09-CT-2130

Figueira Decl. Tab

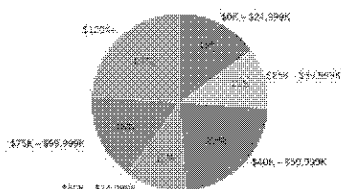
148

## General US Info

- Population: 307.3M  
(Census.gov, accessed September 2009)
- Population online: 81%  
(InternetWorldStats.com, accessed September 2009)
- 94.6% of active US Internet users connect via broadband  
(“The Bandwidth Report,” WebsiteOptimization.com, accessed September 2009)
- 81% of US Internet users view video online  
(comScore Video Metrix, August 2009)

## Key YouTube Dates

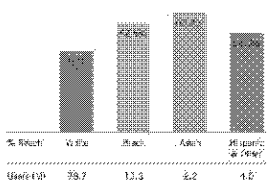
- Founded: February 2005
- Launched: December 2005
- Acquired by Google: November 18, 2006



## YouTube Videos

- 20 hours of video uploaded every minute  
(YouTube Internal Data, September 2009)
- 75 of the *Advertising Age* Top 100 Marketers ran campaigns on YouTube last year  
(*Advertising Age*, 2009; YouTube.com, 2008)
- YouTube uploads from mobile phones have jumped 1700% in the past six months  
(YouTube Internal Data, September 2009)
- YouTube has more HD and premium content than any other online video site  
(YouTube Internal Data, September 2009)

40% of YouTube's users have annual incomes of \$75K+  
(comScore Media Metrix, July 2009)



YouTube's audience profile mirrors that of the United States  
(comScore Media Metrix, July 2009)

## US Site Stats

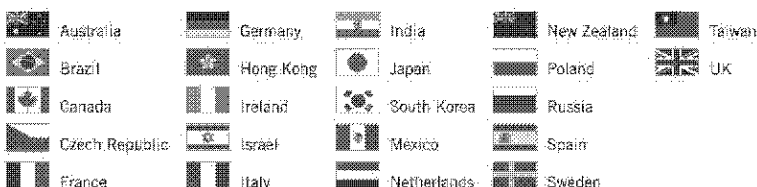
(ComScore Media Metrix, July 2009)

- #6 Largest Internet destination
- #1 Entertainment site on the Internet
- 98.1M unique monthly visitors
- Average minutes per visit: 21
- Average monthly visits per visitor: 10.6
- Pageviews per month: 17.5B

	YouTube Users	Users (M)	% Reach
Age	All	98.1	50%
	<18	23.8	61%
	18-24	26.9	57%
	35-44	18.0	49%
	45-54	12.4	40%
	55+	7.1	30%
Gender	Male	53.9	53%
	Female	44.3	47%

## International

- Over 50% of YouTube's traffic comes from outside the US  
(DART for Publishers, September 2009)
- YouTube has localized in:



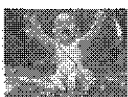
## Sites in the Space

Site	Unique Viewers [000]	Minutes Per Viewer [hh:mm:ss]	Video Views [000]
YouTube	120,285	199.3	8,909,752
Microsoft Sites	64,540	20.9	148,000
MySpace	48,200	20.2	630,631
Yahoo! Sites	47,363	13.2	518,608
Viacom Digital	42,415	66.5	374,746
Hulu	38,132	73.0	812,343
Turner Network	35,676	21.0	457,010
Tremor Video Network	31,893	1.0	390,848
CBS Interactive	30,736	18.8	66,633
BrightRoll Video Network	27,491	1.3	150,165
AOL	24,161	5.5	115,218
Facebook	20,517	9.2	125,404
VideoEgg	19,527	1.2	82,285
Amazon Sites	17,393	7.0	97,712
Break Media	16,541	17.9	45,712
Nabrr	15,022	7.0	107,929
Time Warner Cable Inc.	13,208	3.4	75,634
NBC Universal	11,328	13.8	37,571
DailyMotion	10,201	36.8	49,692
ABC	9,896	52.2	73,288
Gram Media	9,856	4.0	137,800
Blinkx	9,159	267.6	32,804
Metacafe	9,074	5.2	1,155,830
ESPN	8,462	12.9	28,133
Comcast Corporation	8,329	14.6	70,647
The Weather Channel	6,535	2.3	54,939
Ooyala	6,019	5.0	16,704
College Humor	5,859	11.2	100,882
Sony Online	5,561	4.6	17,905
Wal-Mart	5,278	0.4	15,793
Blip.tv	5,008	13.7	9,219
			13,683

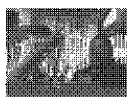
Source: comScore Video Matrix, July 2009.

## Videos to Know Within the YouTube Community

Don't just watch the video, watch *through* the video: read the comments, view the responses, and experience the story for yourself.



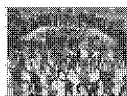
**Search "Evian Roller Babies"**  
The dancing baby returns – on skates!



**Search "Nike Skateboarding"**  
X Games star Paul Rodriguez and Ice Cube team up to promote a new shoe



**Search "HP You on You"**  
HP invites the YouTube community to go faceless



**Search "My Take on Peace"**  
Global call-to-action: What will *you* do to make peace?

## Online Video Is Mainstream

- Americans stream 21.4B videos online each month  
(comScore Video Matrix, August 2009)
- Duration of the average online video: 3.7 minutes  
(comScore Video Matrix, August 2009)
- The average US viewer spends 500 minutes (8.3 hours) watching video online each month  
(comScore Video Matrix, August 2009)

